



Vermont Vultures Basketball Club

Vermont Vultures Basketball Club – Role Description – Social Media Manager

Updated 22/11/2020

Role: Social Media Manager

Role classification: Voluntary

Exec Committee member: Via nomination

Committee member: Yes

Expected hours of work: 5-10 hours per month, variable by month

Purpose

The purpose of this document is to outline the roles and responsibilities of the Social Media at the Vermont Vultures Basketball Club (The Club). These roles and responsibilities are not intended to be exhaustive, but rather to outline what is typically required to fulfil the role.

Summary

The role of the Social Media Manager is a key role within the Vermont Vultures. The key responsibilities are to engage & build the clubs members via social media & website content to build the sense of belonging to The Club.

Note: This role may be combined with Website Manager depending on interest and need.

Role description

The Social Media Manager is supported by the Communications Manager and Club Admin Officer and is required to perform the following duties:

1. Determine which social media platforms and strategies best suit the achievement of the club's communication strategy and club goals and objectives
2. Review and update the social media policy (code of conduct)
3. Actively update the club's different social media platforms during the season (updating followers on news, results, achievements, etc.)
4. Promote club's key activities and events throughout the year
5. Promote strategic partners and sponsors, including special offers
6. Manage the list of people who have access to each of the club's social media sites and add/remove access as needed
7. Respond to social media queries as appropriate in conjunction with Club Admin Officer
8. Provide the Committee with key usage statistics including number of visitors, followers and engagement

Skills required

The successful applicant will possess:

- A frequent user of social media sites
- The ability to plan what the clubs needs to communicate and when
- Ability to engage people through social media without getting drawn into negative or personal discussions.
- Respectful and effective communication
- Understanding how to create memes, photos and video for use on social media
- Thorough knowledge of what is going on within the club

Qualifications required

- Past experience in a similar role (paid or voluntary)

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Vermont Vultures Basketball Club

- Current Working with Children Check
- A past or current affiliation with The Club as player, parent/guardian, Committee member, or active supporter

Remuneration

This role is a voluntary position

Mandatory Competencies/Licenses

- Working with Children Check

For more information on this role

Club Secretary secretary@vermontvultures.org.au